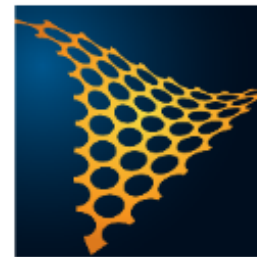


Information Development World 2015:

The Conference For Technical, Marketing,
and Product Information Developers

**Creating Exceptional Customer
Experiences With Content**



iDW
INFORMATION
DEVELOPMENT
W O R L D

SEP 30-OCT 2
2015
SAN JOSE, CA

10/22/2014

- 8:00 am - 9:00 am **Breakfast and Registration**
Pool Foyer & City Foyer
- 9:00 am - 5:00 pm **Content Strategy in a Day**
San Jose (1st floor by Pool)
Rahel Anne Bailie, Content Strategy Consultant, Intentional Design Inc.
- 9:00 am - 5:00 pm **Becoming a DITA Author**

	Silicon Valley Room (2nd floor) Leigh White, DITA Specialist, Ixiasoft
9:00 am - 5:00 pm	Understanding Web Content Inventories, Audits, and Analysis Carmel (1st floor by Pool) Paula Land, Founder & Principal Consultant, Content Insight
9:00 am - 5:00 pm	Effective Content: How to Make Your Content Findable, Readable, Understandable, Actionable and Shareable San Juan (City Foyer) Ahava Leibtag, President & Owner, Aha Media Group, LLC
9:00 am - 5:00 pm	APIs and SDKs: Breaking Into and Succeeding in a Specialty Market San Carlos (City Foyer) Ed Marshall, Independent Contractor, Marshall Documentation Consulting
9:00 am - 5:00 pm	Responsive Content Modeling Monterey (1st Floor by Pool) Steve Fisher, Experience Architect, Republic of Quality
9:00 am - 5:00 pm	Using Neuroscience to Create Persuasive Presentations Santa Clara (1st floor by Pool) Dr. Carmen Simon, Executive Coach, Co-Founder, REXI Media
12:00 pm - 7:00 pm	Early Registration DoubleTree Hotel Lobby
5:30 pm - 7:00 pm	Meet and Greet Wine Reception Hilton Lobby Bar
10/23/2014	
7:30 am - 8:30 am	Breakfast and Registration Bayshore Foyer (downstairs) & Gateway Foyer (upstairs)
8:00 am - 8:15 am	Welcome To Information Development World - Scott Abel and Val Swisher Cedar/Pine Ballroom General Sessions (2nd floor) Scott Abel, President & CEO, The Content Wrangler Val Swisher, Founder and CEO, Content Rules, Inc.
8:15 am - 8:45 am	Adapt, Innovate, Expand: How to Stay Relevant (or Why I Have a Whiteboard in my Shower) Cedar/Pine Ballroom General Sessions (2nd floor) Greg Parikh, Vice President PeopleSoft Information Development, Oracle
8:45 am - 9:30 am	Content Marketing In 2020 – Welcome To The Seventh Era Of Marketing Cedar/Pine Ballroom General Sessions (2nd floor) Robert Rose, Chief Strategist, Content Marketing Institute
9:30 am - 10:00 am	[Thought Leader Showcase] Context: Redefining the Moments of Engagement Cedar/Pine Ballroom General Sessions (2nd floor) Andrew Thomas, Director of Product Marketing for Content Management Technologies, SDL
10:00 am - 10:45 am	Meet The Exhibitors - Coffee Break Bayshore Foyer (downstairs) & Gateway Foyer (upstairs)

	Content Strategies Oak Room (2nd floor)	Translation and Localization Fir Room (2nd floor)	Customer Experience Donner (1st floor)	Visual Communication Siskiyou (1st floor)	DITA Summit Silicon Valley Room (2nd floor)	Content Solutions San Jose (1st floor by Pool)	Deep Dive Santa Clara (1st floor by Pool)	Content Matters Carmel (1st floor by Pool)
10:45 am - 11:30 am	CONTENT MANAGEMENT		LANGUAGE AND CULTURE		CUSTOMER EXPERIENCE		VISUAL COMMUNICATION	
	Your Customers Don't Care About Your Org Chart Oak Room (2nd floor) Ray Gallon, Owner/Consultant, Culturecom	Localization Metrics Fir Room (2nd floor) Mark Lewis, Content Engineer / DITA Educator, Quark Val Swisher, Founder and CEO, Content Rules, Inc.		Designing Content To Inspire Change Donner (1st floor) Laura Creekmore, President, Creek Content		Marketooning with Tom Fishburne Siskiyou (1st floor) Tom Fishburne, Founder/CEO, Marketoon Studios		
10:45 am - 11:30 am	DITA SUMMIT		DATA & ANALYTICS		MEDICAL DEVICE SUMMIT		CONTENT MATTERS	
	Changing the Conversation: Gaining Buy-in For Sharing Content Across Functional Areas Silicon Valley Room (2nd floor) Joan Lasselle, President, Lasselle-Ramsay Amber Swope, DITA Specialist, DITA Strategies	Global Collaboration with Technical Publications San Jose (1st floor by Pool) Chip Gettinger, VP, Solutions, SDL		What You Need to Know about the Math Stack: MathML, MathJax, HTML5, and EPUB 3 Santa Clara (1st floor by Pool) Autumn Cuellar, Associate Product Manager, Design Science		Where's Waldo? The Hidden Value Of Transactional Content. Carmel (1st floor by Pool) Linda Francis, Partner, 360c		
11:45 am - 12:30 pm	CONTENT MANAGEMENT		LANGUAGE AND CULTURE		CUSTOMER EXPERIENCE		VISUAL COMMUNICATION	
	[Case Study] Yahoo Customer Experience Content Strategy Oak Room (2nd floor) Chris Todd, Senior Manager of Global Knowledge Management, Yahoo	Global Content Strategy Fir Room (2nd floor) Diana Ballard, Business Development Manager, LOGOS Group		Proven Practices for Mapping and Measuring the Customer Experience Donner (1st floor) Laura Patterson, President, VisionEdge Marketing		How to Use Neuroscience to Create Memorable Presentations Siskiyou (1st floor) Dr. Carmen Simon, Executive Coach, Co-Founder, REXI Media		
11:45 am - 12:30 pm	DITA SUMMIT		DATA & ANALYTICS		MEDICAL DEVICE SUMMIT		CONTENT MATTERS	
	Improving Product Usability With Task Complexity Metrics Silicon Valley Room (2nd floor) Ben Colborn, Manager, Technical Publications, Nutanix	XML Authoring and Review Across Devices San Jose (1st floor by Pool) George Cristian Bina, Managing Director, Syncro Soft		Breaking It Down - How To Use A Comprehensive Scoring System To Evaluate Your Content Across Multiple Channels Santa Clara (1st floor by Pool) Lindy Roux, VP, Content Marketing, Rauxa		Revealed! Three Secret Ingredients In Addictive Content Carmel (1st floor by Pool) Paul Gustafson, President and General Manager, TDA Group		
12:30 pm - 2:00 pm	Lunch & the Customer Experience Recognition Awards Sierra/Cascade Dining Room (1st floor)							
	Content	Translation and	Customer	Visual	DITA Summit	Content	Deep Dive	Berkeley

	Strategies Oak Room (2nd floor)	Localization Fir Room (2nd floor)	Experience Donner (1st floor)	Communication Siskiyou (1st floor)	Silicon Valley Room (2nd floor)	Solutions San Jose (1st floor by Pool)	Santa Clara (1st floor by Pool)	Innovation Showcase Carmel (1st floor by Pool)
2:00 pm - 2:45 pm	CONTENT MANAGEMENT		LANGUAGE AND CULTURE		CUSTOMER EXPERIENCE		VISUAL COMMUNICATION	
	Technical Communication Meets Content Marketing: Making the Case for Technical Content as Marketing Content Oak Room (2nd floor) Rahel Anne Bailie, Content Strategy Consultant, Intentional Design Inc.		Strategies for Friendly English and Successful Localization Fir Room (2nd floor) John Collins, Senior UX Content Strategist, Rosetta Stone		Integrating Content into Your Customer Experience Donner (1st floor) Melissa Breker, Co-Founder, Content Strategy Inc Kathy Wagner, Co-Founder, Content Strategy Inc.		Visual Communication - Style vs Substance? Siskiyou (1st floor) Charles Cooper, Vice President, The Rockley Group, Inc.	
2:00 pm - 2:45 pm	DITA SUMMIT		DATA & ANALYTICS		MEDICAL DEVICE SUMMIT		SOFTWARE LOCALIZATION SUMMIT	
	Moving DITA Beyond the Book Silicon Valley Room (2nd floor) Joe Jenkins, Vice President, Oberon Technologies		Astoria Automates Content Quality to Drive a Better End-User Experience San Jose (1st floor by Pool) Eric Kuhnen, Director of Global Operations, Astoria Software		Perfecting the Audio Narration with Instructional Videos Santa Clara (1st floor by Pool) Tom Johnson, Senior Technical Writer, 41st Parameter		The University of California, Berkeley Innovation Showcase moderated by Robert J. Glushko Carmel (1st floor by Pool) Robert Glushko, Adjunct Full Professor, School of Information, University of California at Berkeley	
3:00 pm - 3:45 pm	CONTENT MANAGEMENT		LANGUAGE AND CULTURE		CUSTOMER EXPERIENCE		UNIVERSITY OF CALIFORNIA AT BERKELEY	
	Doing Content Strategy Backwards: When Content Is Not King Oak Room (2nd floor) Marlowe Sarah Beckley, Manager of Content Strategy, SapientNitro		Best Practices for Multimedia Localization: E-learning and Animated Infographics Fir Room (2nd floor) Richard Sikes, Managing Director, text&form Inc.		Rethink B2B Marketing: Digital Campaign Case Study Donner (1st floor) Michelle Killebrew, Marketing Program Director, Strategy & Solutions - Social Business, IBM		Anne Wootton, CEO, Pop Up Archive Jake Hartnell, Product Designer and User Researcher, Hypothes.is Ljuba Miljkovic, Chief Product Officer, Automatic Satish Poliseti, Co-Founder, AdsNative	
3:00 pm - 3:45 pm	DITA SUMMIT		DATA & ANALYTICS		MEDICAL DEVICE SUMMIT		CONTENT MATTERS	
	Repairing with DITA: The oManual Connection Silicon Valley Room (2nd floor) Don Day, Principal Consultant, Contelligence Group LLC		One Tool to Help Them All San Jose (1st floor by Pool) Leigh White, DITA Specialist, Ixiasoft		5 Steps to Engineering a Global Content Marketing Plan Santa Clara (1st floor by Pool) Pam Didner, Global Content Marketing Strategist, Author and Speaker		Global Content Strategy: The Next Generation of Positioning Siskiyou (1st floor) Kevin Nichols, Director, Global Practice Lead, Content Strategy, Sapient/Nitro	
3:45 pm - 4:15 pm	Afternoon Coffee Break Bayshore Foyer (downstairs) & Gateway Foyer (upstairs)							
	Content Strategies Oak Room (2nd floor)	Translation and Localization Fir Room (2nd floor)	Customer Experience Donner (1st floor)	Visual Communication Siskiyou (1st floor)	DITA Summit Silicon Valley Room (2nd floor)	Content Solutions San Jose (1st floor by Pool)	Deep Dive Santa Clara (1st floor by Pool)	
4:15 pm - 5:00 pm	CONTENT MANAGEMENT		LANGUAGE AND CULTURE		CUSTOMER EXPERIENCE		VISUAL COMMUNICATION	
	Building Bridges Across an		Developing Successful Multilingual		The Why, What, and How of		Creating Compelling Stories With	

	Expanding Universe: Case Study for a Content Collaboration Council Oak Room (2nd floor) Mysti Berry, Principal Technical Writer, salesforce.com	Content Fir Room (2nd floor) Jen Weaver, Marketing and Communications Manager, Carmazzi Global Solutions	Information Experience: Bringing Content Development and User Experience Together Donner (1st floor) Brenda Horowitz, Information Developer, Citrix	Video Siskiyou (1st floor) John Frazzini, Senior Manager, Technical Communications, VMware
4:15 pm - 5:00 pm	DITA SUMMIT DITA is for Writers Silicon Valley Room (2nd floor) Ted Kuster, Staff Technical Writer, Salesforce.com Caity Cronkhite, Technical Writer, Salesforce.com	DATA & ANALYTICS Training & eLearning – A Component-Based Approach to Learning Content San Jose (1st floor by Pool) Elizabeth Fiting, Training and eLearning Manager, Author-it Software Corporation	MEDICAL DEVICE SUMMIT Using Eye Tracking To Redesign User Interface Text Santa Clara (1st floor by Pool) Lesley Kew, Principal Editor, Intuit	
5:15 pm - 5:45 pm	Coming In Through the Doc Door — An Unusual Route to Power and Influence Cedar/Pine Ballroom General Sessions (2nd floor) Kathleen Pierce, Director, Commercial Content Operations, Illumina			
6:00 pm - 7:30 pm	Networking Cocktail Reception Bayshore Foyer (downstairs) & Gateway Foyer (upstairs)			

10/24/2014

7:30 am - 8:30 am	Breakfast and Registration Bayshore Foyer (downstairs) & Gateway Foyer (upstairs)					
8:00 am - 8:15 am	Welcome - Scott Abel and Val Swisher Cedar/Pine Ballroom General Sessions (2nd floor) Scott Abel, President & CEO, The Content Wrangler Val Swisher, Founder and CEO, Content Rules, Inc.					
8:15 am - 8:45 am	Creating Customer Value: Building the Future Information Experience with Today's Organization Cedar/Pine Ballroom General Sessions (2nd floor) Janice Zdankus, Vice President, Knowledge Management & Information Experience, Hewlett Packard					
8:45 am - 9:30 am	Keynote: The Art of Explanation Cedar/Pine Ballroom General Sessions (2nd floor) Lee LeFever, Founder, Common Craft					
9:30 am - 10:00 am	Risky Business: The Challenge of Content Silos Cedar/Pine Ballroom General Sessions (2nd floor) Sarah O'Keefe, President, Scriptorium Publishing					
10:00 am - 10:45 am	Meet The Exhibitors - Coffee Break Bayshore Foyer (downstairs) & Gateway Foyer (upstairs)					

Content Marketing Oak Room (2nd floor)	Training and eLearning	Content Engineering	Technical Communication	DITA Summit Silicon Valley	Content Solutions	Deep Dive Santa Clara (1st
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		Fir Room (2nd floor)	Donner (1st floor)	Siskiyou (1st floor)	Room (2nd floor)	San Jose (1st floor by Pool)	floor by Pool)
10:45 am - 11:30 am	CONTENT MARKETING	MEDICAL DEVICE SUMMIT		CONTENT ENGINEERING		TECHNICAL COMMUNICATION	
	Beyond Analytics - Measuring Meaning Instead of Mediocrity Oak Room (2nd floor) Robert Rose, Chief Strategist, Content Marketing Institute	Planning an Explainer Video Fir Room (2nd floor) Lee LeFever, Founder, Common Craft		The Three Es of Scaling Your Content Donner (1st floor) Colleen Jones, Principal, Content Science		Lean Content Is Smart Content Siskiyou (1st floor) Andrew Becraft, Senior Manager, User Experience, Author-it Software Corporation	
10:45 am - 11:30 am	DITA SUMMIT	DATA & ANALYTICS					
	[Case Study] DITA CCMS Implementation at CareFusion Corporation Silicon Valley Room (2nd floor) Dewey de Butts, Technical Publications Solutions Architect, Technical Publications Services Marilyn Kirschen, Consulting Technical Writer, CareFusion Corporation	Re-thinking How You Deliver Content to your Customers San Jose (1st floor by Pool) Joe Jenkins, Vice President, Oberon Technologies Scott Youngblom, VP of Global Sales, Oberon Technologies, Inc.					
11:45 am - 12:30 pm	CONTENT MARKETING	TRAINING & ELEARNING		CONTENT ENGINEERING		TECHNICAL COMMUNICATION	
	[Panel Discussion] Your Content Marketing: Is it a B Side Single - Or A Multi-Platinum Album? Oak Room (2nd floor) Robert Rose, Chief Strategist, Content Marketing Institute Rahul Awasthy, Marketing Manager, Cisco Cloud, CISCO Jeff Nowak, Chief Content Officer & Founder, Rocket Man Dlgital Dechay Watts, Chief Content Officer, Sprout Content	[Panel Discussion] eLearning and Training in the Content Lifecycle Mix: Real Stories from the Front Lines Fir Room (2nd floor) Linda Jansak, Technical Communications Consultant, Purdue University Calumet, Dept. of Electrical and Computer Engineering Margaret Duggan, Manager Educational Content, kCura Dawn Poulos, Vice President of Marketing, Xyleme Cheri Mullins, Consultant, Mullins Consulting		[Panel Discussion] Content Engineering: What Is It and Why Should I Care? Donner (1st floor) Colleen Jones, Principal, Content Science Rahel Anne Bailie, Content Strategy Consultant, Intentional Design Inc. Ann Rockley, CEO, The Rockley Group, Inc. Philip Wisniewski, EVP, Client & Market Development, Kanban Solutions Scott Youngblom, VP of Global Sales, Oberon Technologies, Inc.		[Panel Discussion] Management Issues in Information Development Siskiyou (1st floor) Elizabeth Carlassare, Formerly Group Manager, User Experience, Formerly Intuit Eeshita Grover, Senior Manager, Documentation, Cisco Neal Kaplan, Technical Communications Manager, Ayasdi Sarah O'Keefe, President, Scriptorium Publishing Paul Perrotta, Senior Director, Shared Content Services, Juniper Networks, Inc.	
11:45 am - 12:30 pm	DITA SUMMIT	DATA & ANALYTICS		MEDICAL DEVICE SUMMIT			
	[Panel Discussion] The Real Deal: Using DITA to Give the People What They Want	Learn and Apply the Basic Principles of Semantic Content Management		Reinventing Ailing Modular Content: The Data-Doctor Is In Santa Clara (1st floor by Pool)			

<p>Silicon Valley Room (2nd floor) Amber Swope, DITA Specialist, DITA Strategies Charles Cooper, Vice President, The Rockley Group, Inc. Toni Mantych, Information Architect, ADP Jennifer Maynard, Technical Publications Team Leader, Stryker Medical Leigh White, DITA Specialist, Ixiasoft</p>	<p>San Jose (1st floor by Pool) Alan Horvath, Managing Director, STAR Group America, LLC Matthias Gutknecht, Business Development Manager, STAR AG</p>	<p>Tonie Flores, Master Systems Analyst, Data-Doctor.Info</p>
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12:30 pm - 2:00 pm **Lunch and Learn — How Content Saves Lives: How Good Content Makes A Difference For Non-Profits Providing Ebola Crisis Response**
Sierra/Cascade Dining Room (1st floor)
Andrew Bredenkamp, Chairman and Founder at Acrolinx; Board Member of Translators without Borders, Acrolinx

<p>Content Marketing Oak Room (2nd floor)</p>	<p>Training and eLearning Fir Room (2nd floor)</p>	<p>Content Engineering Donner (1st floor)</p>	<p>Technical Communication Siskiyou (1st floor)</p>	<p>DITA Summit Silicon Valley Room (2nd floor)</p>	<p>Content Solutions San Jose (1st floor by Pool)</p>	<p>Deep Dive Donner (1st floor)</p>	<p>Content Matters Santa Clara (1st floor by Pool)</p>
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2:00 pm - 2:45 pm **CONTENT MARKETING**
Beyond Content Marketing: The Emergence of EduMarketing
Oak Room (2nd floor)
Doug Bolin, Associate Director, User Experience Design, Digitas

CONTENT ENGINEERING
Manufacture Content; Don't Handcraft It
Donner (1st floor)
Ann Rockley, CEO, The Rockley Group, Inc.

TECHNICAL COMMUNICATION
Creating an Integrated Content Experience in a Thriving Customer Support Community
Siskiyou (1st floor)
Diana Langston, Director of Content Strategy & User Engagement, Extole

2:00 pm - 2:45 pm **DITA SUMMIT**
Perfect Picture: Visualization Techniques for Monitoring Content Quality
Silicon Valley Room (2nd floor)
Brian Buehling, Managing Director, Dakota Systems

DATA & ANALYTICS
Speak with "One Voice" Using Acrolinx
San Jose (1st floor by Pool)
Mohamed Waseem, Vice President of Customer Success, Acrolinx

3:00 pm - 3:45 pm **CONTENT MARKETING**
How To Improve Lives and Improve the Bottom Line Through Content Marketing
Oak Room (2nd floor)
Russell Sparkman, CEO, Content Strategy, FusionSpark Media, Inc.

TRAINING & ELEARNING
The Five Elements of Exceptional Training
Fir Room (2nd floor)
Tony Mrsich, Founder and Principal, High Techniques™ Partnership

MEDICAL DEVICE SUMMIT
Turning an Agency Into a Newsroom
Donner (1st floor)
Mat Szwajkos, Associate Director of Content Production, POSSIBLE

TECHNICAL COMMUNICATION
Got Metadata? Crafting a Taxonomy to Support Your Intelligent Content
Siskiyou (1st floor)
Toni Mantych, Information Architect, ADP

3:00 pm - 3:45 pm **DITA SUMMIT**
Big Dream, Small Team: Stryker Simplifies Product Documentation

DATA & ANALYTICS
Be Native, Globally: Your One Stop Shop for Globalization

CONTENT MATTERS
Teach Your Text to Strip: Take It Off—Take It (Almost) All Off

with DITA Silicon Valley Room (2nd floor) Jennifer Maynard, Technical Publications Team Leader, Stryker Medical Scott Youngblom, VP of Global Sales, Oberon Technologies, Inc.	San Jose (1st floor by Pool) Jani Penttinen, Founder & CEO, Transfluent	Santa Clara (1st floor by Pool) Marcia Riefer Johnston, President, Marcia Riefer Johnston, Inc.
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3:30 pm - 4:15 pm **Afternoon Coffee Break**
Bayshore Foyer (downstairs) & Gateway Foyer (upstairs)

4:15 pm - 5:00 pm	CONTENT MARKETING The Power Of Content Collaboration Oak Room (2nd floor) Kyle Lacy, Director of Global Content Marketing & Research, Salesforce ExactTarget Marketing Cloud	TRAINING & ELEARNING It Takes a Village: Surviving the Transition to Single-Source Publishing Fir Room (2nd floor) Kathy Yankton, Content Architect, Cisco Systems	CANCELLED #LGBTBiz — Advanced LGBT Social Media Marketing Strategies for 2014 Donner (1st floor) Matt Skallerud, President, Pink Banana Media	TECHNICAL COMMUNICATION Messages and Metrics: Creating and Measuring Effective Messages Siskiyou (1st floor) Michelle Carey, Information Architect and Technical Editor, IBM
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4:15 pm - 5:00 pm	DITA SUMMIT Dynamic Content Publishing Silicon Valley Room (2nd floor) Farhad Patel, Technical Communications Manager, Huawei Technologies Rhonda Truitt, Director, North American Documentation, Huawei Technologies	DATA & ANALYTICS Two Ways to Reap Tremendous Value from Your Structured Content San Jose (1st floor by Pool) Fabrice Lacroix, CEO, ANTIDOT - Fluid Topics
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5:15 pm - 6:00 pm **[MUST ATTEND!!] Super Exciting, Really Fun Closing Activity**
Cedar/Pine Ballroom General Sessions (2nd floor)